Regional Expansion Strategy Meeting

Transcript

https://otter.ai/u/qlI-Axb1juZx7gDaXm1HsRbEGOw?view=summary

The meeting focused on budget sheets for events, with a request for committees to present them by the next meeting. AI notes were discussed, with a summary version available for feedback. Action items included following up on membership status and payments from Beacon, Ashton Gypsum, and Master Wall. The idea of expanding regional presence to include Utah, Arizona, and New Mexico was proposed, with potential benefits and challenges discussed. The importance of consistent event planning and national partnerships, such as with FMI and AWS, was emphasized. The need for better communication and strategic planning was highlighted, with a suggestion to form an ad hoc committee to explore expansion further. The meeting focused on finalizing details for the regional expansion strategy. Key points included confirming the excellence event and updating flyers. The golf tournament and pickleball event are on track, with food and beverage arrangements still pending. Booth sizes for the trade show were debated, with a consensus on $1,000 for 10x10 and $1,800 for 10x20 booths. The need to update the website for booth registration and class registration was emphasized. OSHA training was discussed, with a preference for free or sponsored sessions. The next steps include finalizing the trade show layout and scheduling a venue walkthrough.

Action Items

- [ ] Melanie to contact anyone over 90 days past due on payments and notify them they cannot sign up for events until caught up.
- [ ] Carl to provide updated accounts receivable report to the group by end of day tomorrow.
- [ ] Dwayne to finalize event budgets and get them to the website administrator.
- [ ] Angela to update the Excellence in Construction awards flyer with more details on the event.
- [ ] Dwayne and team to finalize the trade show floor plan, booth sizes, and pricing.
- [ ] Melanie and team to follow up with past exhibitors to confirm booth reservations for the trade show.
- [ ] Work to approve all event flyers by next meeting
- [ ] Finalize Table Layout for Trade Show Event
- [ ] Begin Evaluating team's desire to expand regionally over coming meetings

Outline

Budget Sheets and Event Costs

- Speaker 5 emphasizes the importance of having budget sheets for every event and suggests that each committee should present them by the next meeting.
- Speaker 1 confirms that Joel has a master file of budget sheets, and each event host should have their own copy.
- Discussion about the lack of a budget sheet for the pickleball event and the need for a template.
- Speaker 6 offers to recirculate the event-specific budget template to the team.

AI Notes and Action Items

- Speaker 6 introduces the topic of AI notes and asks for feedback on the summary version.
- Speaker 7 suggests adding names or roles to the action items for better organization.
- Speaker 6 mentions the summary version includes a checklist for action items, making it easier to track tasks.
- Discussion on assigning action items to specific individuals for better accountability.

Action Items and Membership Status

- Speaker 6 lists several action items, including following up with Beacon and Ashton Gypsum on their membership status and payments.
- Speaker 8 mentions that Wes is no longer with Ashton Gypsum, and Taylor Pittman is now running the company.
- Speaker 1 suggests putting Carl on speaker to discuss action items, and Carl confirms the outstanding balance for Ashton Gypsum.
- Discussion on following up with Master Wall and United on their payments.

Event Registration and Delinquent Accounts

- Speaker 1 proposes not allowing anyone to sign up for events if they have an outstanding balance over 90 days.
- Speaker 7 suggests Melanie should send an email to delinquent accounts informing them they cannot sign up for events until they are caught up on payments.
- Speaker 1 agrees and assigns this task to Melanie.
- Discussion on the logistics of tracking and managing delinquent accounts.

Trade Show and Event Budgets

- Speaker 6 mentions the need to finalize event budgets and get them to the website administrator.
- Speaker 7 discusses the need for more information on the website for upcoming events, such as descriptions and flyers.
- Speaker 12 offers to provide the necessary information and materials.

- Speaker 6 lists other action items, including securing hole-in-one insurance for the golf tournament and verifying presenters for the trade show.

Treasurer's Report and Financial Updates

- Speaker 13 provides a brief update on the treasurer's report, mentioning that taxes are finalized and the checking account balance is down to $30,000.
- Speaker 6 asks about the status of providing tax-related documents to Ruben, and Speaker 13 confirms they are included in the financial update.
- Discussion on sending meeting minutes to the website administrator and finalizing event budgets.
- Speaker 7 mentions the need to update the master budget and send it to everyone.

Regional Expansion Strategy

- Speaker 2 introduces the idea of expanding the regional presence to include Utah, Arizona, and New Mexico.
- Discussion on the benefits of having a regional tech director and the financial implications.
- Speaker 2 emphasizes the importance of having large wall and ceiling contractors take the lead in managing the expanded region.
- Speaker 8 raises concerns about the financial costs and the need for dedicated people to manage the expanded region.

National Partnership and Event Planning

- Speaker 6 suggests the possibility of having AWS national hold their trade show in Colorado in 2029.
- Speaker 2 explains the importance of having a consistent event schedule and the benefits of having national figures attend the trade show.
- Discussion on the need for press releases and articles to promote events and the association.
- Speaker 2 highlights the importance of sending press releases after every event and keeping the membership informed.

Emerging Leaders Program and Education

- Speaker 9 mentions the success of the Emerging Leaders program in Cisco and its importance for the future of the industry.
- Speaker 2 explains the program's purpose and the need for continuous education and training.
- Discussion on the importance of providing education and training to members and the benefits of having national figures speak at events.

- Speaker 2 emphasizes the need for strategic planning and consistent communication with national figures.

Next Steps and Action Items

- Speaker 1 suggests thinking about the regional expansion strategy and setting aside time for further discussion in the next meeting.
- Speaker 5 emphasizes the importance of staying on topic during event discussions and coming to meetings with unified messages.
- Speaker 12 proposes appointing an ad hoc chair to continue the conversation and gather more information.
- Speaker 1 agrees and assigns the task to the board to think about the next steps and come prepared for the next meeting.

Golf Tournament and Excellence Event Updates

- Speaker 5 mentions staying focused and confirms the golf tournament details.
- Speaker 1 asks if everything is set for the excellence event, and Speaker 12 confirms the flyers are updated.
- Speaker 1 and Speaker 12 discuss finalizing social media promotions for the golf tournament.
- Speaker 13 mentions needing to talk to food and beverage and shop for giveaways for the golf tournament.

Pickleball Event Planning

- Speaker 5 confirms dates and deposits for the pickleball event, with food and beverage details still pending.
- Speaker 1 and Unknown Speaker discuss registrations and the website for the pickleball event.
- Speaker 10 suggests contacting vendors sooner rather than later for beverage arrangements.
- Speaker 12 mentions a save the date flyer and discusses booth layout and table sizes for the event.

Booth Layout and Table Configuration

- Speaker 7 and Speaker 12 discuss the floor space and table setup for premium booths.
- Speaker 8 mentions the need to inform vendors about the cost changes for booth sizes.
- Speaker 12 emphasizes the importance of floor space over table size for vendors.
- Speaker 7 and Speaker 12 debate the number of tables and floor space required for different booth sizes.

Premium Booth Pricing and Layout Adjustments

- Speaker 8 suggests removing the premium booth option and offering only standard and large booths.
- Speaker 12 and Speaker 7 discuss the impact of changing the booth layout on the number of tables.
- Speaker 5 and Speaker 8 debate the financial implications of offering different booth sizes.
- Speaker 12 proposes a flat rate for 10 by 10 and 10 by 20 booths, with no discount for larger booths.

Finalizing Booth Sizes and Layout

- Speaker 12 suggests revisiting the layout and booth sizes monthly based on registration numbers.
- Speaker 12 and Speaker 7 discuss the need for a final layout and booth size decision.
- Speaker 12 mentions the importance of having a clear layout for vendors to understand their space.
- Speaker 12 and Speaker 7 agree on the need to cap the number of premium booths to manage space effectively.

Trade Show Registration and Website Updates

- Speaker 12 discusses the need to update the website for booth registration and payment.
- Speaker 7 mentions the challenges of managing booth registrations and payments.
- Speaker 12 suggests updating the contact information on the website for better communication.
- Speaker 12 and Speaker 7 discuss the importance of having accurate contact information for vendors.

Classroom Training and Safety Programs

- Speaker 1 mentions a customer inquiry about OSHA training and asks if the association can set it up.
- Speaker 5 and Speaker 12 discuss the possibility of offering OSHA training for free through sponsorships.
- Speaker 12 shares survey results on desired training topics, including fall protection, first aid, and scaffolding.
- Speaker 6 suggests asking the insurance broker for free training sessions as a promotional tool.

Finalizing Meeting Details and Next Steps

- Speaker 1 suggests tabling other agenda items for the next meeting.

- Speaker 12 mentions the need for a walk-through of the venue for the June board meeting.
- Speaker 5 and Speaker 12 discuss scheduling the walk-through before or after the board meeting.
- Speaker 6 and Speaker 11 discuss the importance of offering free training sessions to members.